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REMARKS

## I. INTRODUCTION

In response to the Office Action dated April 3, 2007, which was made final, and in conjunction with the Request for Continued Examination (RCE) submitted herewith, claims 1, 8, and 15 have been amended. Claims 1-21 remain in the application. Re-examination and re-consideration of the application, as amended, is requested.

## II. PRIOR ART REJECTIONS

A. The Office Action Rejections

In paragraph (5) of the Office Action, claims 1-21 were rejected under 35 U.S.C. §102(e) as being anticipated by Cook, U.S. Patent No. 6,631,360 (Cook).

Applicants' attorney respectfully traverses these rejections.

B. The Applicants' Claimed Invention

Independent claims 1, 8 and 15 are generally directed to creating a customer promotion response model for use in customer relationship marketing. Claim 1 is representative and comprises the steps of:

- (a) defining an input data set for the response models, wherein the input data set is comprised of one or more Analytic Variables that include both primitives and conditions that describe how the Analytic Variables are derived from operational data, and wherein the Analytic Variables are subdivided into independent and dependent variables;
- (b) splitting the input data set into a test sample and a validation sample;
- (c) identifying related independent and dependent variables using the test sample;
- (d) identifying a Transformation Type for each of the identified related independent and dependent variables;
- (e) estimating a Coefficient for each of the identified related independent and dependent variables;
- (f) generating a Model Equation for each of the identified related independent and dependent variables using the identified Transformation Type and estimated Coefficient;
- (g) validating the generated Model Equation by applying it to the validation sample; and
- (h) scoring customers retrieved from a database stored in the computer using the validated Model Equation as a customer promotion response model for use in customer relationship

marketing.

C. The Cook Reference

Cook discloses a computer-implementable method of selecting which engine of a plurality of inference engines to use to predict the categories into which individuals fall, such as buyer/non-buyer, and produce forecast reports based on the predictions. Training (known) sample data that categorizes individuals based on the individual's profile is sequentially applied to multiple inference engines to determine which engine is best based on a desired objective. Then, a classifier associated with the selected engine is used to analyze unknown sample data, create category predictions and produce forecast reports based on the predictions.

D. The Applicants' Claims Are Patentable Over The Reference

Applicants' invention, as recited in independent claims 1, 8 and 15, is patentable over the Cook reference, because the claims recite a specific combination of limitations not found in the Cook reference.

The Office Action, however, asserts that Cook teaches all the elements of the independent claims, as well as all the elements of the dependent claims.

Applicant's attorney disagrees.

For example, Cook does not teach or suggest "defining an input data set for the response models, wherein the input data set is comprised of one or more Analytic Variables that include both primitives and conditions that describe how the Analytic Variables are derived from operational data, and wherein the Analytic Variables are subdivided into independent and dependent variables." Indeed, nowhere does Cook describe anything resembling an Analytic Variable.

In another example, Cook does not teach or suggest "splitting the input data set into a test sample and a validation sample." Instead, Cook describes generating separate training samples and unknown samples. However, these samples in Cook are not generated by splitting an input data set comprised of Analytic Variables into a test sample and a validation sample.

In another example, Cook does not teach or suggest "identifying related independent and dependent variables using the test sample." Instead, Cook describes identifying such categories (e.g., responder/non-responder) before creating the training sample. Specifically, Cook describes selecting categories (such as responder/non-responder), identifying data sources for the selected categories, and only then downloading data from the data sources to a training sample set.

In another example, Cook does not teach or suggest "identifying a Transformation Type for each of the identified related independent and dependent variables." Instead, Cook describes an estimated density function, which is not a Transformation Type. A Transformation Type is defined as a mathematical operation that provides the strongest association between the identified related independent variable and the dependent variables, which is not a function of the estimated density function. As described in Cook, an estimated density function estimates the proportions of selected subpopulations in a larger population.

In another example, Cook does not teach or suggest "estimating a Coefficient for each of the identified related independent and dependent variables." Instead, as noted above, Cook describes an estimated density function, which generates a scalar result, not a Coefficient, which is a weight, for each of the identified related independent and dependent variables found to be significant in predicting the likelihood of response.

In another example, Cook does not teach or suggest "generating a Model Equation for each of the identified related independent and dependent variables using the identified Transformation Type and estimated Coefficient." Instead, Cook describes an estimated density function, which is not a Transformation Type, that generates a scalar result, which is not a Coefficient, as noted above. Consequently, Cook does not describe generating the same Model Equation as recited in Applicants' claims.

In another example, Cook does not teach or suggest "validating the generated Model Equation by applying it to the validation sample." Instead, Cook describes a calibration process using the training sample, but does not describe validating the generated Model Equation by applying it to a validation sample that is created by splitting an input data set into a test sample and a validation sample.

In another example, Cook does not teach or suggest "scoring customers retrieved from a database using the validated Model Equation." Instead, Cook describes using the estimated density function for a selected category to calculate an estimated relative density value for a selected individual in the selected category. However, as noted above, an estimated density function is not a Model Equation or Transformation Type, and the result from an estimated density function is not a Coefficient.

In light of the above, Applicants' attorney submits that independent claims 1, 8, and 15 are allowable over Cook. Further, dependent claims 2-7, 9-14, and 16-21 are submitted to be allowable over Cook in the same manner, because they are dependent on independent claims 1, 8, and 15,

respectively, and thus contain all the limitations of the independent claims. In addition, dependent claims 2-7, 9-14, and 16-21 recite additional novel elements not shown by Cook.

### III. CONCLUSION

In view of the above, it is submitted that this application is now in good order for allowance and such allowance is respectfully solicited. Should the Examiner believe minor matters still remain that can be resolved in a telephone interview, the Examiner is urged to call Applicants' undersigned attorney.

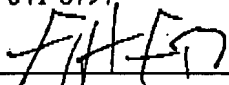
Respectfully submitted,

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